

CLAIM AMENDMENTS

The following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled. Current amendments to the claims are expressed in the detailed listing by strikethrough or double brackets (for deleted matter) or underlining (for added matter).

1. (CURRENTLY AMENDED) A system for establishing a subscription to a periodical, comprising:
 - a request receiving component configured to receive a request to purchase ~~a single~~ an issue of a periodical ;
 - an offering component configured to offer to sell a subscription of [to] the periodical at a subscription rate;
 - an acceptance receiving component configured to receive an acceptance to the offer to sell the subscription; and
 - a component configured to record a sale of the issue [the distribution] of the [single] periodical by a retailer as an ~~a first~~ issue of the subscription.
2. (CURRENTLY AMENDED) The system of claim 1, further comprising an information receiving component configured to receive information indicating that a subscription is available for the ~~single periodical for which the request to purchase was received~~.
3. (ORIGINAL) The system of claim 1, further comprising a payment receiving component configured to recieve payment for the sale of the subscription.
- 4.-85. (CANCELLED)

86. (NEW) A method, comprising:
receiving subscription information concerning a subscription to a periodical from a retail subscription system;
generating a record that includes the subscription information;
determining whether the sale of the subscription included distribution of a single issue of the periodical; and
initiating a subscription to the periodical that includes the normal number of subscription issues minus one if a single issue was distributed.

87. (NEW) The method of claim 86, in which generating a record comprises at least one of creating the record if a subscriber record does not exist, and modifying an existing record with at least a portion of the subscription information if a subscriber record exists.

88. (NEW) The method of claim 86, further comprising transmitting the subscription information to a publisher of the periodical.

89. (NEW) A computer readable medium storing instructions configured to direct a processor to:
receive subscription information concerning a subscription to a periodical from a retail subscription system;
generate a record that includes the subscription information;
determine whether the sale of the subscription included distribution of a single issue of the periodical; and
initiate a subscription to the periodical that includes the normal number of subscription issues minus one if a single issue was distributed.

90. (NEW) The computer readable medium of claim 88, in which the instructions for generating a record comprises instructions configured to direct the processor to at least one of create the record if a subscriber record does not exist, and modify an existing record with at least a portion of the subscription information if a subscriber record exists.

91. (NEW) The computer readable medium of claim 89, which further comprises instructions configured to direct the processor to transmit the subscription information relating to a customer to a publisher of the periodical.

92. (NEW) An apparatus, comprising:
a processor;
a communication device coupled to the processor; and
a data storage device operatively coupled to the processor and containing instructions configured to direct the processor to:
 receive subscription information concerning a subscription to a periodical from a retail subscription system;
 generate a record that includes the subscription information;
 determine whether the sale of the subscription included distribution of a single issue of the periodical; and
 initiate a subscription to the periodical that includes the normal number of subscription issues minus one if a single issue was distributed.

93. (NEW) The apparatus of claim 92, wherein the data storage device further comprises at least one database.

94. (NEW) The apparatus of claim 92, wherein the at least one database comprises at least one of a subscription database, an authentication code database, a sales database, and a subscriber database.

95. (NEW) A method, comprising:
receiving a payment amount and subscription information from a customer at a point of sale terminal, wherein the payment amount is based on a subscription price for a periodical selected by the customer;
paying a fee for a single issue of the periodical to a wholesaler;
retaining a percentage of the payment amount; and

providing the subscription information and a balance of the payment amount to a retail subscription system to establish the subscription to the periodical.

96. (NEW) The method of claim 95, further comprising providing a portion of the balance of the payment amount to a fulfillment house to provide periodicals according to the subscription.

97. (NEW) A computer readable medium storing instructions configured to direct a processor to:

receive a payment amount and subscription information from a customer at a point of sale terminal, wherein the payment amount is based on a subscription price for a periodical selected by the customer;

pay a fee for a single issue of the periodical to a wholesaler;

retain a percentage of the payment amount; and

provide the subscription information and a balance of the payment amount to a retail subscription system to establish the subscription to the periodical.

98. (NEW) The computer readable medium of claim 97, in which the instructions for providing the subscription information and the balance of the payment amount comprise instructions configured to direct the processor to instruct the subscription system to provide a portion of the balance of the payment amount to a fulfillment house.

99. (NEW) An apparatus, comprising:
a processor;
a communication device coupled to the processor; and
a data storage device operatively coupled to the processor and containing instructions configured to direct the processor to:

receive a payment amount and subscription information from a customer at a point of sale terminal desiring to establish a subscription to a periodical, wherein the payment amount is based on a subscription price;

pay a fee for a single issue of the periodical to a wholesaler;

retain a percentage of the payment amount; and
provide the subscription information and a balance of the payment amount to a retail subscription system to establish the subscription to the periodical.

100. (NEW) The apparatus of claim 99, further comprising at least one of an input device, a display device, a printer, and a clock coupled to the processor.

101. (NEW) The apparatus of claim 99, wherein the data storage device further comprises at least one database.

102. (NEW) The apparatus of claim 101, wherein the at least one database comprises at least one of a product category database, a product class database, a product feature database, a product database, a seller database, a retailer database, an offer database, a supplemental offer database, an accepted offer database, and a settlement price database.